



The Effectiveness of Marketing on Road Transportation Services: A Study of Peace Mass Transit

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Abstract

The study investigates the effectiveness of marketing on road transportation services using peace mass transit. The specific objectives of the study were to examine the relationship between marketing on road transportation services and product delivery at the appropriate time and investigate the relationship between marketing on road transportation services and products be received in a very good form by the owners of the products; ascertain the relationship between marketing on road transportation services and products being handed to the owner and evaluate the relationship between marketing on road transportation services and products being delivered at the right place by Peace Mass Transit drivers. Relevant literature was reviewed. The study was anchored on the theory of optimal transport. The study adopted a survey research design. This study was conducted in a peace mass transit park situated at Oguata Road Onitsha Anambra State, Nigeria. The population of the study was unknown or infinite. The sample size was 368 and was determined with the aid of Topman's non-parametric sample size determination formula. The study used descriptive analysis to present the frequency distribution and percentage based on the study survey. The study also used inferential statistical tools using Pearson Product Moment Correlation (PPMC) analysis in testing hypotheses at 5% level of significance. Analysis revealed a significant relationship between marketing on road transportation services and product delivery at the appropriate time. There is a significant relationship between marketing on road transportation services and products being received in a good form. There is a significant relationship between marketing on road transportation services and products being handled to be at the possession of the owner. There is a significant relationship between marketing on road transportation services and products being delivered at the right place. The study concluded that relationship between marketing and road transportation services of peace mass transit. The study recommended that road transport companies should increase investment in marketing road transportation services for appropriate time product delivery. Road transport companies should continue to engage in relevant packaging services in order for products being received in a good form. Transport companies should have the necessary information possession about their customer in Them before products being hand over to owner. Transport companies should track address and contact number of product owner to be sure that product is being delivered at the right place.

Keywords: Road Transportation services, Time utility form utility, Possession utility and place utility.

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Background to the Study

Effectiveness is the ability of a system to provide an enabling environment for things to happen positively. It is for a system to be effective in order to achieve a pragmatic result. Marketing is everything and everything is marketing. Marketing is to exchange value for value and the exchange of value for value will not be possible if there is no effectiveness on road transportation. The marketing plan may have worked, but it must be more effective (Alsukaini, Sumra, Khan, & Awan, 2023). Marketing is a social process in which individuals and organizations make, offer and freely trade valued products and services with others to obtain what they desire, Keller, and Kotler stated (Sylvana, Awaludatin, & Mutahajjid 2020). Creating value for customers must be the primary focus of sustainable value (Varadarajan, 2020). It would help if they tried new things and value creation for the business (Zhao, & Kim, 2021).

Road transportation starts from trekking, which says that a journey of one thousand kilometers starts from a step. Road transportation involves the use of some animals such as horses, camels, and donkeys, and these animals and humans more luggage as well. Wheel barrows and wheel trucks, bicycles, motorcycles, and tricycles can be utilised road transportation. Road transportation involves vehicles like cars, buses, lorries, articulated vehicles, etc. Road transportation plays an important role in the social and economic life of a country (Yingigba 2012). Road transportation is of major importance in global development models and, sometimes, essential to economic development, which has both short-term and long-term consequences for a nation's growth (Adebambo & Onifade, 2019). The existence of road transport infrastructure is of utmost importance in the management of supply chain assets, as it has a direct influence on the efficacy, dependability and cost efficiency of the transportation of goods from suppliers to customers (Gupta, Kumar, Kusi-Sarpong, Jabbour, & Agyemang, 2021). Road transportation services require these utilities to be applied. The utilities are time utility form utility, possession utility, and place utility. Due to the bad condition of Nigeria roads, it is difficult to meet with these utilities for the passengers that move around with their products or goods. The passengers are satisfied if their utilities are met.

Statement of the Problem

Road transportation is the most used transportation mode in Nigeria. Railway transportation is moribund in Nigeria. It is not as it was in the seventies (70s) to eighties (80s). The airways transportation is not for the peasants but for the bourgeoisie. Water transportation is majorly used by people living in the riverine areas. Road transportation is being used by every tire of the government. Regular use of the road causes depreciation on the roads. All classes of vehicles ply these Nigeria roads there by, lot of death traps such as very dangerous pot holes that possess a threat before every user of the rood. Transportation involves these utilities such as time, place, form, and possession. Due to the bad or terrible situation of the Nigeria roads, it is difficult to meet with these utilities. The bad condition of the Nigeria roads is a problem to the movement of goods or products, related information, people, and raw materials. As long as the goods and other related involvements could not meet with the utilities, it is a problem.

Objectives of the Study

The main objective of this study is to examine the effectiveness of marketing on road transportation services: A study of peace mass transit. The specific objectives of the study were to:

1. Examine the relationship between marketing on road transportation services and related product delivery at the appropriate time by peace mass transit
2. Investigate the relationship between marketing on road transportation services and products being received in a very good form by the owners of the products.
3. Ascertain the relationship between marketing on road transportation services and products being handled to be at the possession of the owner by peace mass transit
4. Evaluate the relationship between marketing on road transportation services and products being delivered at the right place by peace mass transit

Research Question

This study requires that these research questions should be answered. The research questions were:

1. To what extent does marketing on road transportation services relate with product delivery at the appropriate time
2. To what degree does marketing on road transportation services relate to products being received in a very good form by the owners of the products?
3. To what extent does marketing on road transportation services relate to products being handled to be at the possession of the owner?
4. To what degree does marketing on road transportation services relate to products being delivered at the right place?

Hypotheses

These hypotheses were to be tested. The hypotheses were:

- Hi: There is no significant relationship between marketing on road transportation services and product delivery at the appropriate time.
- Hii: There is no significant relationship between marketing on road transportation services and products being received in a good form.
- Hiii: There is no significant relationship between marketing on road transportation services and products being handled to be at the possession of the owner.
- Hiv: There is no significant relationship between marketing on road transportation services and products being delivered at the right place.

Conceptual Review

This study titled the effectiveness of marketing on road transportation services. A study of peace mass transit. The study had insight on transport and the economy. Transportation determines the nation's economy. Transportation is very vital and the bedrock of a nation's economic activities as it involves the movement of persons and goods to and fro of different

destinations. Transportations is a yardstick to measure the nation's economic situation. Road transportation covers a very vital role in supply chain, economic development, and daily life. Road transportation ensures that door –to-door service and flexibility alongside major challenges for instance environmental degradation, traffic congestion, infrastructure needs, and a significant driver shortage. According to Shladover (2022). Roads serve as the physical arteries through which assets flow, connecting suppliers, manufacturers, and consumers across vast geographies. Taherdoost (2023) posits that investing in road infrastructure and continuously improving its performance is fundamental to optimizing supply chain asset management, streamlining operations, and staying competitive in today's global markets.

Transportation also takes care of agricultural products. It takes care of mooring agricultural products from the farms to the cities using the feeder roads. Mineral resources are also being moved from the mining site to the processing site. Such mineral resources are coal, crude oil, lead, zinc, tin, copper, gold etc. the same could be said of rubber, timber, cocoa, rice, cotton, and other agricultural raw materials which are transported to places for further processing to attract higher economic value. Gupta, Kumar, Kusi –Sarpong, Jabbour, and Agyemang (2021) discovered that improvements in road infrastructure had a positive effect on logistics performance and asset management. Wedha (2023) indicated that well-designed road networks and infrastructure investments could enhance the efficiency and effectiveness of supply chain operations. Transportation increases the Gross National product (GNP) and the Gross Domestic Product (GNP) when raw materials are transported in large quantities to production centres resulting to increased level of production output, constant production in the running of the plants, increased labour and employment from chain extension in the distribution of finished goods, employees in the transport industry and several other economic activities that increase the level of national and domestic output.

Ge, Ihu, Sha, Notte boom, Shi, and Wang (2021) found that road infrastructure development has an impact on optimizing supply chain operations, which adds to better asset management techniques, Vulevic (2016) found that improvements in road infrastructure positively influenced supply chain efficiency and reduced transportation costs. Transportation bottlenecks is a serious impediment to economic growth. The surplus production of goods is distributed to match their needs while transportation bridges the gap between sparsely located industries and their customers. Exchanges are facilitated because transportation makes the goods available. Prices are stabilized because surplus goods are moved to the locations where they may be in sparse quantities. Specialization is encouraged since transportation can move such products to available markets. Transportation could trigger off inflation when tariffs and rates are highly inflated or increased which will also affect product and passenger prices and fares respectively.

Theoretical Framework

This theory of optimal transport was propounded and formalized by Gaspard Monge in the year 1781. Its initial work laid the foundation for the mathematical field, now known as optimal transport theory. Optimal transport (OT) theory is the mathematical framework for finding the most efficient way to transform one distribution of mass production (like a pile of

dint) in another (like a hole of the same volume) by minimizing the total “work” or cost, often called the earth Movers' Distance. It provides a geometric way to measure distances between probability distributions, with applications in image processing, data science (machine learning, generative models) economics, physics, fluid dynamics) and move, by defining a meaningful metric on the space of probability measures. This study titled the effectiveness of marketing on road transportation services: a study of peace mass transit is pertinent or relevant to the theory because the study seeks to tackle or solve novel problems by struggling to meet with the passengers or customers satisfaction by way of meeting with the utilities such as time, form, possession, and place utilities.

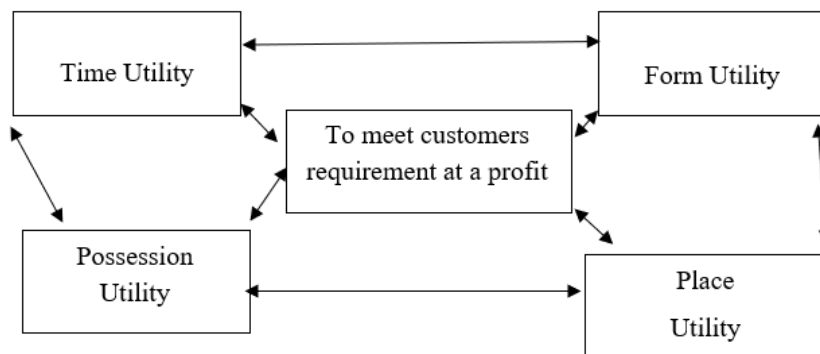
Empirical Review

Olabode and Peter (2025) investigated on empirical analysis of the impact of road transportation on poverty reduction in the rural areas of the Federal Capital territory of Nigeria. The main objective of this study sought to proffer policy recommendations through which road transportation can be used positively to improve the standards of living and well-being of the rural populace in the study area. The study utilized primary data from four hundred and twenty (420) respondents, using well-structured questionnaires on house hold held in ten (10) villages / . settlements from five of the six (6) Area councils in the FCT, using the statically package for social science (SPSS) soft-ware, version twenty-five (25). The employed descriptive and other quantities techniques in the analysis and employed the ordered logistic (OL) model to test the hypothesis. The test of hypotheses of the impact of the independent variables on the dependent variable revealed that the null hypotheses were rejected in all the two tests carried out and the alternative hypotheses were accepted. Meaning that the state of road transportation impacted on the literacy level and health conditions of rural dwellers in the federal capital territory of Nigeria, with the level of impact however differing, depending on the variables being examined. The study recommended that there should be encouragement in the provision of financing for the acquisition of motor cycles and three – wheelers that are mostly appropriate for rural roads. The area councils are to improve and rehabilitate rural roads by improving the earth and grave/located ones that are predominant in their respective area councils and residents should also be encouraged and supported by the appropriate offices of the area councils to establish development associations and co-operatives to spear head community self-help.

James, Nirmala, and Solomon (2023) conducted a study on road transport infrastructure and supply chain asset management: evidence from manufacturing firms in the sub-Saharan African Market. Transport is critical to the smooth operation of economic operations as well as to guarantee social well-being and demographic cohesion. Transport facilities people's daily mobility and is critical to the production and distribution of goods as well as companies. Nonetheless, existing studies have not adequately and empirically explored the relationship between road transport infrastructure and supply chain asset management within sub-Sahara Africa. It is against this background that the current study seeks to investigate the relationship between road transport infrastructure and supply chain asset management from the perspective of a developing country the manufacturing sector.

Ohazulike and Ogbunuju (2022) carried out a study on security and transport management in marketing of agricultural produce in Igbariam Community. Survey research was adopted. Population of the study was farmers who settled in Igbariam community. Sample size was one hundred and sixty – two (162). Data was presented and analysed. Two-point Likert scale of questioning was applied. The study found out that the feeder roads are maintained by the farmers and communal effort. The study concluded that state government should provide farmers with necessary incentive. The study recommended that state government should assist the farmers by providing variety of agricultural crops.

Figure 1: Effectiveness of Marketing on Road Transportation Services



Source: Authors Conceptualized Model (2026)

This model proposed states how adequate utilisation of the utilities such as time utility form utility, possession utility, and place utility if well managed could contribute to meet customers' requirements at a profit. Albeit the dilapidated nature of Nigeria's roads network, become a death trap. The transportation managers of peace mass transit endeavour to do everything possible to meet customers' requirements at a profit.

Methodology

Research Design

The study adopted a survey research design. The survey research design was adopted because the management team of peace mass transit is situated at Oguate road Onisha in Anambra State, Nigeria, which ensures that passengers are comfortable and that luggage are also safe and that there will be no theft.

Area of the Study

This study was conducted in a peace mass transit park situated at Oguata Road Onitsha Anambra State, Nigeria.

Population of the Study

The population of the study is the passengers travelling to various destinations. The population of the study was unknown or infinite.

Sampling Plan

Since the population is unknown, as such the sample size of the effectiveness of marketing on road transportation services using peace mass transit was determined with the aid of Topman's non-parametric sample size determination formula, applied when the population frame is unknown. The researchers therefore, conducted a pilot survey by selecting 100 respondents and presenting to them questions hinging on e-government, e-business, digital information, information seeking behaviour and interactions on e-service portals. "q" and "p" values obtained from their responses were recorded as, 40 and 60 respectively. Stated below is the Topman's formula for sample size determination

$$n = \frac{Z^2 pq}{e^2}$$

Where;

- n = Sample size
- z = The value of Z-score associated with the selected degree of confidence limit (95%) i.e. = constant = 1.96
- p = probability of positive response 40/100 = 0.4
- q = probability of negative response 60/100 = 0.6
- e = tolerable error or error margin = 5% = 0.05

Substituting therefore,

$$\begin{aligned} n &= \frac{(1.96)^2 \times 0.4 \times 0.6}{(0.05)^2} \\ n &= \frac{3.8416 \times 0.4 \times 0.6}{0.0025} \\ n &= \frac{0.921984}{0.0025} \\ n &= 368.4 \\ n &= 368 \end{aligned}$$

Method of Data Analysis

The analysis of the study data was performed using statistical package for social sciences (SPSS). Descriptive statistics was adopted in the analysis of the data to be collected. The study used descriptive analysis to present the frequency distribution and percentage based on the study survey. The study also uses inferential statistical tools, using Pearson Product Moment Correlation (PPMC) analysis in testing hypotheses at 5% level of significance.

Result

Questions on the Effectiveness of Marketing on Road Transportation Services: A study of Peace Mass Transit

The result on table 2 shows the baseline status of the variables based on the respondent's opinion. The opinions were grouped using four Likerts scale of questioning. The questions were ranged in this form strongly Agree (SA) Agree (A) Strongly Disagree (SD), and Disagree (D)

Research Question one: To what extent does marketing on road transportation services relate with product delivery at the appropriate time

Table 1: The relationship between marketing on road transportation services and product delivery at the appropriate time

S/N	Statements	SA	A	SD	D	Mean	SD
1	The road transportations services negatively affect the marketing of products?	150 42.9%	100 28.6%	50 14.3%	50 14.3%	4.14	.834
2	The road network situation affects the movement of passengers and goods or product?	120 28.6%	150 42.9%	50 14.3%	30 8.6%	4.00	.757
3	The pot holes known as death traps delay the free flow of passengers and products?	73 20.9%	232 66.3%	30 8.6%	15 4.3%	3.29	.542

Source: Field Survey, 2026

Table 1 revealed that 150 (42.9) respondents strongly agreed that road transportations services negatively affect the marketing of products, 100 (28.6%) agree, 50 (14.3%) strongly disagreed and 50 (14.3%) with Mean of 4.14 and standard deviation of .834. The table also shows that 120 (28.6%) strongly agreed that road network situation affects the movement of passengers and good, 150 42.9% agreed, 50 14.3% strongly disagreed while 30 8.6% with Mean od 4.00 and standard deviation of .757. The study revealed that 73 20.9% strongly agreed that pot holes known as death traps delay the free flow of passengers and products 232 66.3% agreed, 30 8.6% strongly disagreed while 15 4.3% disagree with Mean od 3.29 and standard deviation of .542.

Research Question Two: To what degree does marketing on road transportation services relate with products be received in a very good form by the owners of the products?

Table 2: Relationship between marketing on road transportation services relate with products being received in a very good form by the owners of the products

S/N	Statements	SA	A	D	SA	Mean	SD
1	The road transportation services do meet with time required by the passengers for delivery of goods	100 28.6%	143 40.9%	58 16.6%	49 14.0	3.52	.929
2	The road transportation network situation permits time to be met?	100 28.6%	142 40.6%	58 16.6%	50 14.3%	3.53	.932
3	The road transportation services are the most used transportation mode which prompted many vehicles to be on the road?	110 31.1%	144 41.1%	48 13.7%	48 13.7%	3.55	.894

Source: Field Survey, 2026

Table 2 revealed that 100 (28.6%) of the respondents strongly agreed that the road transportations network situation permits time to be met, 143 (40.9%) agreed, 58 (16.6%) disagreed while 49 14.0 strongly disagreed with Mean of 3.52 and standard deviation of .929. Table 2 also revealed that 100 (28.6%) of the respondents strongly agreed that the road transportations network situation permits time to be met, 142 (40.6%) agreed, 58 (16.6%) disagreed while 50 14.3 strongly disagreed with Mean of 3.52 and standard deviation of .929. Table 2 revealed that 110 (31.1%) of the respondents strongly agreed that the road transportations services are the most used transportation mode which prompted many vehicles to be on the road, 144 (41.1%) agreed, 48 (13.7%) disagreed while (13.7%) strongly disagreed with Mean of 3.55 and standard deviation of .894.

Research Question Three: To what extent does marketing on road transportation services relate with products be handled to be at the possession of the owner?

Table 3: Relationship between marketing on road transportation services and products be handled to be at the possession of the owner

S/N	Statements	SA	A	D	SD	Mean	SD
1	The situation of the road network permits form utility to be actualized?	94 26.9%	130 37.1%	34 9.7%	92 26.3%	3.80	.939
2	The passengers who own goods receive the products in a perfect form not minding the bad road situation?	88 25.1%	132 37.7%	21 6.0%	109 31.1%	3.94	.895
3	The situation of the road network causes accidents that affect the form of the products?	156 44.6%	81 23.1%	21 6.0	92 26.3	3.70	.927

Source: Field Survey, 2026

Table 3 revealed that 94 (26.9%) of the respondents strongly agreed that the situation of the road network permits form utility to be actualized, 130 (37.1%) agreed, 34 (9.7%) disagreed while 92 (26.3) strongly disagreed with Mean od 3.80 and standard deviation of .939. Table 3 also revealed that 88(25.1%) of the respondents strongly agreed that passengers who own goods receive the products in a perfect form not minding the bad road situation, 132 (37.7%) agreed, 21 (6.0%) disagreed while 109 (31.1) strongly disagreed with Mean od 3.94 and standard deviation of .895. Table finally revealed that 156 (44.6%) of the respondents strongly agreed that the situation of the road network causes accidents that affect the form of the products, 81 (23.1%) agreed, 21 (6.0%) disagreed while 92 (26.3%) strongly disagreed with Mean od 3.70 and standard deviation of .917.

Research Question Four: To what degree does marketing on road transportation services relate with products be delivered at the right place?

Table 4: Relationship between marketing on road transportation services and products be delivered at the right place

S/N	Statements	SA	A	D	SD	Mean	SD
1	The road network situation allows possession of passengers' goods	89 25.4%	161 46.0%	34 9.7%	66 18.9%	3.74	.875
2	The road network situations affect possession of goods as atwhen due?	106 30.3%	168 48.0%	29 8.3%	47 13.4%	3.74	.812
3	Due to the road network situation, accidents do not allow possession when required by the passengers?	95 27.1%	85 24.3%	54 15.4%	52 14.9%	3.02	1.314

Source: Field Survey, 2026

Table 4 revealed that 89 (25.4%) of the respondents strongly agreed that road network situation allows possession of passengers' goods, 1161 (46.0%) agreed, 34 (9.7%) disagreed while 66 (18.9) strongly disagreed with Mean of 3.74 and standard deviation of .875. Table 4 revealed that 106(30.3%) of the respondents strongly agreed road network situations affects possession of goods as of when due, 168 (48.0%) agreed, 29 (8.3%) disagreed, and 47 (13.4%) strongly disagreed with Mean of 3.02 and standard deviation of 1.314.

Test of Hypothesis

Hypotheses One

Ho: There is no significant relationship between marketing on road transportation services and product delivery at the appropriate time.

Hi: There is a significant relationship between marketing on road transportation services and product delivery at the appropriate time.

Table 5: Result of Pearson product-moment correlation analysis between marketing on road transportation services and product delivery

		Correlations	
		Product delivery	Marketing on Road Transportation Services
Product delivery	Pearson Correlation		.769**
	Sig. (2-tailed)		.000
	N	120	120
Marketing on Road Transportation Services	Pearson Correlation	.769**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey, 2026

Interpretations

Table 5 presents result of Pearson Product Moment Correlation (PPMC) test on the relationship between Product delivery and Marketing on road transportation services. The correlation table revealed that there is a strong and significant positive relationship between Product delivery and marketing on road transportation services ($r = 0.769$, $p < 0.05$). This implies that Product delivery helps to increase marketing on road transportation services among users of e-government portals. Therefore, the finding indicates that there is a significant positive relationship between Product delivery and marketing on road transportation services. Based on this result, the null hypothesis one (H_0) which states that there is a significant relationship between marketing on road transportation services and product delivery at the appropriate time is hereby rejected.

Hypotheses Two

H_0 : There is no significant relationship between marketing on road transportation services and products being received in a good form.

H_{01} : There is a significant relationship between marketing on road transportation services and products being received in a good form.

Table 6: Result of Pearson product-moment correlation analysis between E-ease-of-use and user satisfaction

		Correlations	
		Products Being Received	Marketing on road transportation services
Products being received	Pearson Correlation	1	.790**
	Sig. (2-tailed)		.000
	N	120	120
Marketing on road transportation services	Pearson Correlation	.790**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey, 2026

Interpretations

The correlation in Table 6 shows that there is a significant relationship between products being received in a good form and marketing on road transportation services. The Pearson's product moment correlation coefficient values reveal a strong positive and significant correlation between products being received in a good form and marketing on road transportation services ($r = .790$, at $p < 0.05$). This implies that an increase in products being received in a good form will increase marketing on road transportation services. Based on the findings, the study therefore rejects the null hypothesis two (H_0) which states that there is no significant relationship between marketing on road transportation services and products being received in a good form.

Hypotheses Three

H₀: There is no significant relationship between marketing on road transportation services and products being handled to be at the possession of the owner.

H₀₁: There is a significant relationship between marketing on road transportation services and products being handled to be at the possession of the owner.

Table 7: Result of Pearson product-moment correlation analysis between Products being handled and user satisfaction

Correlations			
		Products Being Handled	Marketing on road transportation services
Products Being Handled	Pearson Correlation	1	.825**
	Sig. (2-tailed)		.000
	N	120	120
Marketing on Road Transportation Services	Pearson Correlation	.825 **	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey, 2026

The correlation in Table 7 shows that there is a significant relationship between products being handled and marketing on road transportation services. The Pearson's product moment correlation coefficient values reveal a strong positive and significant correlation between products being handled to be at the possession of the owner and marketing on road transportation services ($r = 0.813$, at $p < 0.05$). This implies that an increase in products being handled to be at the possession of the owner will increase marketing on road transportation services. Based on the findings, the study therefore rejects the null hypothesis three (H₀), which states that there is no significant relationship between marketing on road transportation services and products being handled to be at the possession of the owner.

Hypotheses Four

H₀: There is no significant relationship between marketing on road transportation services and products being delivered at the right place.

H₀₁: There is a significant relationship between marketing on road transportation services and products being delivered at the right place.

Table 8: Result of Pearson product-moment correlation analysis between Products being delivered

		Correlations	
		Products Being Delivered	Marketing on Road Transportation Services
Products Being Delivered	Pearson Correlation	1	.813**
	Sig. (2-tailed)		.000
	N	120	120
Marketing on Road Transportation Services	Pearson Correlation	.813 **	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey, 2026

Interpretations

The correlation in Table 8 shows that there is a significant relationship product being delivered at the right place and between marketing on road transportation services. The Pearson's product moment correlation coefficient values reveal a strong positive and significant correlation between products being delivered at the right place and between marketing on road transportation services ($r = 0.813$, at $p < 0.05$). This implies that an increase in products being delivered at the right place will increase marketing on road transportation services. Based on the findings, the study therefore rejects the null hypothesis four (H_0) which states that there is no significant relationship between marketing on road transportation services and products being delivered at the right place.

Summary of Finding

From the analysis it was revealed that

1. There is a significant relationship between marketing on road transportation services and product delivery at the appropriate time ($r = 0.769$ at $p = 0.000 < 0.05$).
2. There is a significant relationship between marketing on road transportation services and products being received in a good form ($r = 0.790$ at $p = 0.000 < 0.05$).
3. There is a significant relationship between marketing on road transportation services and products being handled to be at the possession of the owner ($r = 0.825$, at $p = 0.000 < 0.05$).
4. There is a significant relationship between marketing on road transportation services and products being delivered at the right place. ($r = 0.813$, at $p = 0.000 < 0.05$).

Conclusion

This study examines the relationship between marketing on road transportation services: A study of peace mass transit in Nigeria. The results indicate that there is a significant relationship between marketing on road transportation services and product delivery at the appropriate time. There is a significant relationship between marketing on road transportation

services and products being received in a good form. There is a significant relationship between marketing on road transportation services and products being handled to be at the possession of the owner. There is a significant relationship between marketing on road transportation services and products being delivered at the right place. The study concluded that relationship between marketing and road transportation services of peace mass transit is commendable.

Recommendations

In light of these findings, the following recommendations were made:

1. Transport companies should increase investment in marketing road transportation services for appropriate time product delivery
2. Road transport companies should continue to engage in relevant packaging services in order for products to be received in a good form.
3. Transport companies should use the necessary information possession about their customers before products are hand over.
4. Transport companies should track address and contact number of product owner to be sure that product is being delivered at the right place.

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